



# Annual Report

*Fiscal Year 2023-2024*

Convention & Visitors Bureau of Marion County, Inc.

# Marion County

*the middle of everywhere*



## MARKETING IN MARION COUNTY

Through targeted strategies and engaging campaigns, our marketing efforts continued to capitalize on positive travel trends, successfully promoting Marion County's local attractions and nearby activities.



## THINGS TO DO GOOGLE SEARCH 2023-2024

The Things to Do Google Search Campaign successfully ran from November 3, 2023, to June 30, 2024, driving traffic to the site for those searching for activities and attractions around Fairmont.

*The campaign generated...*

**1,131** clicks  
**4,604** impressions  
**24.17%** click-through rate

## SUMMER/FALL 2023

The Summer/Fall Campaign ran from July 20 to October 20, 2023, and showcased Marion County's seasonal attractions. It featured three main themes: outdoor recreation, history and pepperoni rolls, each highlighting their respective printed guides. The campaign leveraged engaging digital advertisements to maximize its reach and effectiveness.

*The campaign generated...*

**13,281** clicks  
**1,778,072** impressions  
**0.75%** click-through rate

## OUR MISSION

The Convention & Visitors Bureau of Marion County, Inc. is a nonprofit marketing organization that develops the area's tourism industry and advances Marion County as a desirable destination using the area's vibrant culture, history and natural beauty.

### SPRING 2024

The Spring 2024 Campaign ran from March 11 to June 30, 2024, and promoted the area as the Pepperoni Roll Capital of the World while also highlighting outdoor recreation and historical attractions. Digital advertisements were utilized to direct interested individuals to a landing page where they could request a bundle of four guides.

*The campaign generated...*

**133,568** clicks  
**4,489,691** impressions  
**2.97%** click-through rate



### WV DEPARTMENT OF TOURISM (WVDT) CO-OP ADVERTISING

In the 2023-2024 fiscal year, digital advertisements through the WVDT cooperative advertising program gained the Marion County CVB an additional 3,322,350 impressions and 36,071 clicks. With their generous 50% match on advertising dollars, it helped to increase our economic impact on the county.



## Printed Projects

### ACTIVITY GUIDE REFRESH

Due to high demand, we refreshed our Activity Guide, which serves as a companion to our comprehensive Visitors Guide and is available exclusively at Visitor Centers. The guide includes QR codes that link directly to our online listings for easy access.

### VISITORS GUIDE REFRESH

We updated our Visitors Guide to showcase the most up-to-date selection of local businesses, activities and attractions across the county.

### PEPPERONI ROLL GUIDE REFRESH

We created an expanded Pepperoni Roll Guide featuring additional local restaurants, an interactive game and a fresh design, all aimed at promoting our area as the Pepperoni Roll Capital of the World.

### WEST AUGUSTA HISTORICAL SOCIETY RACK CARD

We created a rack card to provide information about the West Augusta Historical Society and the two properties it manages: the Hamilton Round Barn and the Wilson School Museum.



## Other

### PEPPERONI ROLL PHOTO/VIDEO SHOOT

We organized a photo and video shoot to capture new assets featuring pepperoni rolls from local restaurants throughout the county. These assets were added to our content library for marketing our area.

## PEPPERONI ROLL POSTCARD

We refreshed our Pepperoni Roll postcard with updated branding and colors. The postcard is designed to highlight Marion County as the birthplace of the pepperoni roll.

## THE POKY DOT POSTCARD

We refreshed our Poky Dot postcard with updated branding and colors. The postcard is designed to highlight the one-of-a-kind Marion County dining destination.

## PRICKETTS FORT POSTCARD

We refreshed our Pricketts Fort State Park postcard with updated branding and colors. The postcard is designed to highlight the popular historical attraction.

## VALLEY FALLS POSTCARD

We refreshed our Valley Falls State Park postcard with updated branding and colors. The postcard is designed to highlight the outdoor recreation opportunities available at Valley Falls.



## Website Traffic

**230,883** page views

**166,902** sessions

**81%** of website traffic came from mobile

**772,723** TOTAL EVENTS  
(any action taken on the site)



## TOP 5 STATES

1. West Virginia
2. Ohio
3. Pennsylvania
4. Virginia
5. Maryland

## TOP 5 PAGES

1. The Pepperoni Capital of the World
2. Things to Do, Recreation
3. The Middle of Outdoor Recreation
4. Hotels, Things to Do, Events and Travel Ideas (Homepage)
5. Things to Do



## Accounting and Analytics

### INCOME: (\$284,949)

**\$1,080**

CREDITS/  
REFUNDS

**\$215**

CONFERENCE  
ROOM RENTAL

**\$118**

INTEREST/  
REWARDS

**\$283,535**

HOTEL/MOTEL  
TAX COLLECTIONS

### EXPENSES: (\$357,301)



**\$28,883**

OPERATIONS



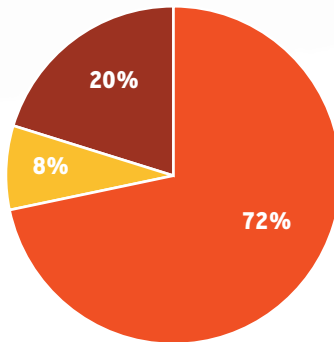
**\$71,718**

PERSONNEL & TAXES



**\$256,700**

ADVERTISING



**\$58,656**

FUNDS USED FROM  
CASH RESERVE

## WVACVB ACCREDITATION SCORE CARD

Having met stringent quality standards and demonstrated exceptional commitment, the Convention & Visitors Bureau of Marion County achieved accreditation in 2022 as a Certified West Virginia CVB, which is in effect for three years.

### Social Media



@MarionCVB



FACEBOOK

4,827,073

*impressions*

94,377 ENGAGEMENTS

10,159 FOLLOWERS (+4.9%)



INSTAGRAM

1,082,495

(+1.5%)

*impressions*

4,873 ENGAGEMENTS

2,422 FOLLOWERS



X (FORMERLY TWITTER)

22,640

(+5.3%)

*impressions*

1,089 ENGAGEMENTS

(+5.8%)

1,649 FOLLOWERS



TIKTOK

5,370

*likes*

531 FOLLOWERS



YOUTUBE

79,054

*video views*

191 SUBSCRIBERS



PINTEREST

308,434

*impressions*

10,079 ENGAGEMENTS

4,400 MONTHLY VIEWS



NEWSLETTER

5,074 (+1,308)

(+1,308%)

*subscribers*

2.4%

*avg. click rate*

32.6%

*avg. open rate*



# Who *we* are...

## BOARD OF DIRECTORS 2023-2024:

**GREG BRAY** • Pricketts Fort Memorial Foundation, Chairman  
**KRIS CINALLI** • Marion Co. Commission, County Administrator  
**FRAN KIRK** • Fairmont State University  
**MELISSA ABBOTT** • Stone House Lavender  
**WENDY ANDERSON** • Fairfield Inn  
**CARRIE MENAS** • Colasessano's  
**LYDIA WARREN** • Folk Life Center, Secretary  
**DONNA BLOOD** • Main Street Fairmont  
**EMILY HADDIX** • City of Pleasant Valley  
**TONY MICHALSKI** • MCPARC, Vice Chairman  
**MIKE ROHALY** • Coal Country Miniature Golf  
**JASON DEFRANCE** • Town of White Hall, Treasurer  
**KANDI NUZUM** • City of Fairmont

## STAFF:

**LEAH SMITH** • Executive Director



**MARIONCVB.COM | 304-368-1123**

**THE CONVENTION & VISITORS  
BUREAU OF MARION COUNTY, INC.**

**1000 COLE STREET, SUITE A  
PLEASANT VALLEY, WV, 26554**

**MARION COUNTY IS AN ACCREDITED CVB THROUGH WVACVB.**